



January 29, 2013

To Whom It May Concern:

In January of 2011 we engaged Phil Bruno to design and deliver a Customer Service training program that both challenged and motivated our 250 front-line employees who see over 2.6 million guests annually at The Gateway Arch. This was our second engagement for training services with Phil since 2005.

As background, we are Metro - Business Enterprises, a partner of the National Park Service. As a partner, we serve as a management company responsible for ticket sales for the ride to the top of the Arch (tram ride) as well as two movie theaters. Additionally, we operate the tram rides and other visitor experiences on the property.

Phil took the time to conduct stakeholder interviews involving all levels to determine needs. The Looking UP! program he designed was customized to meet both the needs of the organization and employees. The content challenged and interested both 25+ years experienced employees and new members to our organization. His classes introduced behaviors that raised the quality of guest interactions while including specific functional area scenarios.

Our expectations were high and Phil exceeded them. He performed 16 three-hour sessions and achieved a 99.7% met or exceeded expectations ratings from attendees.

I can therefore recommend Phil Bruno and Treat 'em Right Seminars for any such projects you may be considering.

Sincerely,

David N. Sanders  
Strategic Business Development Manager  
Metro – Business Enterprises